

FAST FORWARD For Tech Startups

In this one-of-a-kind educational series, you'll learn in two months what it takes most startups years of trial and error to learn. Find out how to:

- Get **access to money** right now, and as you grow
- Make **face-to-face** contact with key business leaders for help and invaluable introductions
- **Sell your ideas** to the right people
- **Protect your ideas** and your company's future

Our presenters are key players in the technology business development area:

Ellis Kitchen

Chief Information Officer
State of Maryland

James Ishikawa

Executive Consultant to
Venture Capitalists and
Startup Companies

William Askinazi

Asst. Secretary of Business Development (DBED)
State of Maryland

Jeffrey Karceski, Esq.

Partner, Pillsbury Winthrop LLP

Thomas Kingston

Senior Director, Technology Initiatives, DBED
State of Maryland

"We have filed for two trademarks, had the opportunity to make presentations before Maryland DBED, and were introduced to trade reps from three countries as a result of the contacts we made through this program."

Chris Parker
Applied Imagery

Tuesday evening sessions
March 8 – May 3, 2005
6:30 p.m. - 8:30 p.m.

Sponsored by:



FAST FORWARD

For Tech Startups

A head-start series for high tech startups: The best contacts, practical resources, & key introductions to move your company forward FAST

Who Should Attend:

- υ Small businesses with a business plan and a *drive to make their business a success*
- υ Businesses with *goals for growth*, but a need for startup capital to fuel that growth
- υ Entrepreneurs with *a good idea (or more than one!)* and the desire to turn that idea into a profitable enterprise

What Recent Participants Say:

“One of the biggest benefits of this program is learning about specific sources of support, financial and otherwise, that are available in Montgomery County and in Maryland. The presenters are business leaders who can and will help students with knocking on doors and making introductions. Thank you for organizing such an amazing and valuable program!”

*Hisham Kassab, Ph.D.
Mobilaps*

“This program gave me access to attorneys, bankers, and government officials that I would not have met on my own. The friendly, interactive forum allowed me to get to know and follow up with presenters, forge friendships with other students, and get a lot of tangible benefits from participating.”

*Chris Parker
Applied Imagery*

“It’s hard to put a price on this program, and all the beneficial contacts and resources we gained. The contacts we made with decision makers were truly invaluable!”

*Behzad Hadaegh
IBSS Corporation*

“All the sessions exceeded our expectations, and we received a wealth of information from various viewpoints. Since the sessions, we were able to follow-up with more than half of the presenters, and they in turn gave us other good referrals.”

*Bruce Arvand
IBSS Corporation*

Sponsored by the Greater Silver Spring Chamber of Commerce

8601 Georgia Ave., Ste. 203, Silver Spring, Maryland 20910
301/565-3777 Fax: 301/565-3377 www.silverspringchamber.com info@silverspringchamber.com

FAST FORWARD For Tech Startups

Tuesday, March 8, 2005

Session 1 – Overview and Welcome

One of the missions of the Greater Silver Spring Chamber of Commerce (GSSCC) is to support small businesses as they begin to develop their strategies for success. In this program, you will hear from the program's authors about why this program was developed, and how its participants can best benefit from the program. Topics covered in this session include:

- Introductions and backgrounds of all course participants
- An overview of the program, and its goals for participants' success
- Goals for this program, and how it will provide unique value to students
- Specific tips for maximizing your success as a participant

Your Presenter: John Walsh is chairman of Data Quality Solutions. He has more than 20 years of executive experience in the high-technology arena. John conceived the GSSCC *Short-Cut for Startups* program to help other high-tech startups slash their learning curves and improve their chances for success.

Session 2 - Important Business Considerations for the Start-up Enterprise

Program Overview: Should I form an S-corp or C-corp? What type of third party relationship contracts should I use? The early decisions of entrepreneurs have long term legal and financial implications. In this session, entrepreneurs will walk away with a general understanding of their business choices and the short- and long-term benefits and risk of each.

The Venture:

- Venture Capital; Entrepreneurs; Venture Capitalists; and Taxation

Choice of Entity:

- Limited liability; taxation; and flexibility are three over-arching considerations to be weighed in choosing the right form of legal entity.

Form of Organization:

- The S-Corp; the C-Corp; GPs; LPs; LLCs; and the Sole Proprietor

Equity vs. Debt Considerations:

- Control; yield; and liquidation

Employment Law:

- Management vs. staff; personnel policies; and taxation

Third Party Relationships:

- Form of contracts (i.e., licensing, service contracts, etc.); leasehold interests and indebtedness w/ or w/o guarantees; and other considerations
- Regulatory compliance
- Recordkeeping

Your Presenter: Kieyasien K. (Teya) Moore, Esq. -- After spending several years representing large financial institutions on Wall Street, Mr. Moore formed the law office of KKMPA in 1997, and represents institutional clients and other entities within the public and private sectors.

FAST FORWARD For Tech Startups

Tuesday, March 15, 2005

Session 3 - Opportunities and Resources for Startups in the State of Maryland

The state of Maryland is recognized as one of the top states in the nation for providing a supportive environment for the high-tech and biotech industries. A main reason for this distinction is Maryland's comprehensive economic and business development strategy to support these industries. This session will provide a broad overview of the various programs and resources available to startup companies in Maryland with discussion of the following topics:

- State of Maryland's commitment to the growth of high-tech companies
- Economic commitment
- Business development commitment
- Programs in the state of Maryland for startups
- Opportunities
- Resources

Your Presenters: **William F. Askinazi** is assistant secretary of business development in the State of Maryland's Department of Business & Economic Development (DBED). Mr. Askinazi has extensive experience in domestic and international business development.

Thomas Kingston is senior director, technology initiatives, business development for the State of Maryland's DBED. Mr. Kingston has a broad background of entrepreneurial and management experience, and has worked extensively with small businesses in Maryland.

Session 4 – What You Should Know About Patents

Program Overview: Filing for and receiving patents is an increasingly popular approach for startup companies to protect their intellectual property against larger competitors, improve the valuation of their company, attract investors and members of a management team, and position their company for long term growth and exit strategies. Since there are several different paths, costs and strategies to filing for and receiving patents, entrepreneurs should be aware of the different options. This session will provide a general background on these options and costs to assist entrepreneurs in this very important and strategic area of their business.

- How to begin protecting an invention.
- Patent search – see how different your idea is and what to look for when you get your search back
- How to determine what type of patent application to file (Design, Provisional, Utility, PCT or Plant) for your specific invention or idea
- Preparing for your office actions and moving your product forward in the market place.
- Upgraded and further filings – CIP and foreign filings

Your Presenter: **Jeffrey Karceski, Esq.** is a partner at Pillsbury Winthrop LLP, an international law firm with significant expertise in Intellectual Property. Mr. Karceski also is an adjunct professor at The Georgetown University, where he teaches a paralegal course in Intellectual Property, including patents, trademarks, copyrights and trade secrets.

FAST FORWARD For Tech Startups

Tuesday, March 22, 2005

Session 5 - Montgomery County Opportunities and Resources

Program Overview: Montgomery County's Department of Economic Development (DED) provides a wide range of services, grants and loans to high-tech, start-up companies. Participants will learn the specific programs available to them, become familiar with the specific "go-to" contacts within each of DED's five divisions, and understand the procedures for securing assistance.

Overview of the Montgomery County Department of Economic Development

- The range of services and funding options available
- Key personnel within the Department of Economic Development
- The process for acquiring County assistance
- The Maryland Intellectual Property Resource Center (Maryland School of Law)
- Low-cost intellectual property services and other legal assistance to start-up technology companies

Your Presenter: **Ms. Ruth Semple**, business development specialist with Montgomery County for over five years, has extensive experience in assisting high-tech companies.

Session 6 - Intellectual Property Issues in Employment

Program Overview: The lifeblood of any technology company is the ideas of its employees. Such ideas are typically considered to be company confidential information. How does a company keep that confidential information out of the hands of competitors? What does a company do when it finds that its confidential information is in the hands of a competitor? You will learn valuable strategies for addressing these and other situations.

Obtain Legal Protection for Ideas

- How to establish an internal trade secret protection program
- Strategic use of employment agreements.

Protect Yourself from Competition from Former Employees/Business Associates

- Identify and define company confidential information.
- Use of employee agreements and confidentiality or nondisclosure agreements to restrict competition from former employees
- Using intellectual property licenses to minimize competition
- How to keep former employees using your intellectual property.

Litigation: When Nothing Else Works

- Considerations in deciding to pursue litigation
- How to use litigation to your advantage

Your Presenter: **Frederick Samuels, Esq.**, is a founding partner of Cahn & Samuels, LLP, and has worked with hundreds of small and mid-sized high-tech businesses over the past ten years. Mr. Samuels focuses his broad experience to provide clients with strategic, business-orientated counseling in the acquisition, management and exploitation of their intellectual property.

FAST FORWARD For Tech Startups

Tuesday, March 29, 2005

Session 7 – Strategies to Raise Equity Capital

Program Overview: Funding for your company can be intimidating, time consuming, and full of mine fields. While raising equity capital can be complex and challenging, you will learn techniques to simplify the process and avoid the potential mine fields. Topics covered in this session include:

Create a Business Vision That is Clear, Compelling and Credible

How to Determine Your Company's Value

- The pitfalls of evaluating your business' worth
- Evaluating your initial capital requirements
- How to effectively raise capital, maintain control, and avoid regulatory pitfalls.

Learn How Venture Capital Can Work for You

- The myths and truths of venture capital
- What investors want and need from you
- How to deal effectively with venture capitalists

Learn to Create a Strategy for Business Growth

- How to develop an effective plan for investors and strategic partners
- The importance of effective exit strategies

Your Presenter: **Thomas C. Trexler**, president of The Corporate Finance Institute, Inc., has worked with hundreds of small businesses in the last ten years. He helps small companies develop their infrastructures and strategies to make them attractive to both individual and venture capital investors.

Session 8 – Fundamentals of Trademark Law

Program Overview: If your business produces a product or sells a service, trademark law may help you to maximize your revenue stream. This session will help you to structure your approach to the selection of a trademark, identify how to protect an existing trademark, and avoid infringing on the trademark rights of competitors. Participants also will learn how to avoid pitfalls under trademark law, including unintentionally forfeiting your trademark to your competitors.

Specific topics addressed during this session:

- How are trademark rights created, obtained, and enforced?
- How are trademark rights infringed?
- What can a business do to maximize benefits under trademark law?

Your Presenters: **Stevan Lieberman** and **Michael Greenberg** are founding members of A+ Legal Services, Greenberg & Lieberman, a Silver Spring law firm specializing in intellectual property law. Both Mr. Lieberman and Mr. Greenberg have extensive experience in assisting companies with patent filings and litigation, including writing patents and prosecuting patent cases.

FAST FORWARD For Tech Startups

Tuesday, April 5, 2005

Session 9 – Strategies for Raising Angel Funding

Program Overview: A business funding specialist provides his best recommendations for helping businesses to succeed, with background and strategies that will appeal to investors in the early stages of a technology startup. The program will cover the following:

- The financial capital landscape for early stage entrepreneurs.
- Who angels are, and why and how they invest
- Is your company suitable for angel capital, or are other alternatives better?
- Why angels are not “minor league” venture capitalists
- How to find angel investors, and how to best approach them for maximum success.

Your Presenter: Roy Morris, EE, is associated with Active Angel Investors. He brings more than 20 years experience in investing, financial analysis and management, and is a pioneer in telecommunications competition, deregulation and engineering design. He has worked with firms and institutions including Bell Telephone Laboratories, MCI , US One Communications, and the Federal Communications Commission. He has served as an advisor and/or investor to numerous start-ups, and is an adjunct professor at Capitol College Graduate School . Roy is former chair of the MIT Enterprise Forum of Washington-Baltimore. He received a master's in electrical engineering from MIT, an MBA from the Wharton School at Penn, and his JD from George Washington University.

Session 10 – Fundamentals of Copyright Law

Program Overview: Copyright law impacts virtually every aspect of every business. Without question, your employees are creating materials within the scope of their employment that are protected under copyright law. In addition, your employees may be unintentionally infringing the copyrights owned by others, subjecting your company to potential liability. This session will help you to evaluate what materials are subject to copyright protection and what avenues you may take to make sure that the materials are properly protected.

Specific Topics addressed during this session:

- How are copyright rights created?
- The most common ways copyright rights are infringed
- What businesses can and should do to minimize copyright risk(s)

Your Presenter: Jeff Karceski, Esq. is a partner at Pillsbury Winthrop LLP, an international law firm with significant expertise in Intellectual Property. Mr. Karceski also is an adjunct professor at The Georgetown University, where he teaches a paralegal course in Intellectual Property, including patents, trademarks, copyrights and trade secrets.

FAST FORWARD For Tech Startups

Tuesday, April 12, 2005

Session 11 – Venture Capital Funding

Program Overview: Raising money with venture capitalists (VC) is a combination of art and science. While each venture capital group has their own strategy and approach to the market, there are basic concepts that apply to all of them. This session will focus on providing the entrepreneur with an understanding of the milestones, evaluation criteria and process venture capitalists use and how they can prepare themselves to win at this crucial funding stage. Specific topics include:

The Playing Field

- Understanding the investor
- Later stage vs. early
- When to go for VC funding

The Story

- Business traction
- Business drivers
- Market opportunity
- Business team

The Mechanics

- Presentation
- Due diligence
- Networking and visibility
- Prospecting and qualification

Critical Success Factors

Your Presenter: **James A. Ishikawa** is an executive consultant to venture capitalists and startups with extensive technology and executive experience in building high-tech businesses. Jim has helped clients obtain over \$30 million dollars in venture funding over the past three years.

Session 12 – Growing Your Business through Partnerships

Program Overview: This interactive discussion will provide insights into how to create and develop partnerships, why they can be beneficial, and how to manage these relationships to serve your company's needs and those of your partner(s):

- Defining your market specifics
- Identifying your product/service
- Determining the best distributor(s) for your product/service
- The benefits to partners of selling your product/service
- Why is partnering better than build or buy?
- Type(s) of partner relationships
- Roles for partners and companies
- Options for distribution of revenues

Your Presenter: **John Walsh** is chairman of Data Quality Solutions. He has more than 20 years of executive experience in the high-technology arena. John conceived the GSSCC ***FAST FORWARD For Tech Startups*** program to help other high-tech startups slash their learning curves and improve their chances for success.

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Tuesday, April 19, 2005

Session 13 – The Essentials of SBA Funding

Program Overview: The U.S. Small Business Administration (SBA) has the responsibility to provide four primary areas of assistance to American small business. During this session, participants will learn about the advocacy, management, procurement, and financial assistance areas of the SBA which are relevant to high-tech startup companies. Questions about the SBA's investment programs, business loan programs, disaster loan programs, and bonding for contractors will be answered.

- SBA financial assistance
- 7(a) program
- Streamlined SBA applications and approvals
- Other loan programs
- Federal contracting assistance
- Various programs available to startups
- Assistance for research & development
- Business counseling and training
- General counseling and training
- Special services for exporters
- Programs for veterans, women and minorities

Your Presenters: **Robert Carpenter** is a loan specialist and **Delcine Montgomery** is an economic development specialist with the U.S. Small Business Administration. Both work out of the local SBA district office in Washington, D. C., which is the # 1 district in the country for making loans to small businesses.

Session 14 - Banking: Demystifying Asset-Based Lending

Program Overview: Asset-based loans provide borrowers with enhanced operational flexibility through all phases of the business cycle. Learn if this session is the best model for you. Be aware of the risks and learn what banks expect. This session will cover the following specific topics:

- How do you know when you need money?
- Process: How to get the money you need
- What do banks expect?
- Options available to small businesses
- Benefits vs. risks
- Banking relationship: What do banks expect?

Your Presenters:

Andy Fuller, Access Bank. Mr. Fuller has 15 years of experience in commercial lending, and specializes in small business development and SBA financing programs.

Guy J. Tegler is a Senior Vice President with EagleBank in Bethesda, MD. He has specialized in commercial lending to businesses in the Greater Washington area since 1978. Mr. Tegler began his banking career with the National Bank of Washington, D.C., as an internal auditor and in the Corporate Lending Division before becoming the head of the Metropolitan Lending Division. He has worked in commercial lending for other local area banks, including the First National Bank of Maryland, Citizens Savings Bank, Provident Bank of Maryland, and BB&T.

FAST FORWARD For Tech Startups

Tuesday, April 26, 2005

Session 15 - How to Take Advantage of Government Grants/Funding

Program Overview: The federal government has special grant programs for supporting new high-technology and biotechnology innovations. This program will provide an overview of these programs in the leading federal agencies that support these funding opportunities for the development and commercialization of new technologies.

Available Programs to Be Discussed:

- Small Business Innovative Research Programs (SBIR)
- Applicable agencies: Department of Energy (DOE), Defense Advanced Research Projects Agency (DARPA) , National Institutes of Health (NIH), National Science Foundation (NSF)
- Targeted DARPA Programs
- Advanced Technology Program of the National Institute of Standards and Technology (NIST)

Your Presenter: Ralph Blakeney, Maryland Small Business Development Center.

Session 16 - Using the GSA Schedule to Grow Your Revenue

Program Overview: The GSA schedule offers small businesses an opportunity to sell their services or products to Federal agencies on equal footing with larger ones. In fact, the likelihood of a small business winning a federal contract significantly increases with the GSA Schedule than without it. In this session, entrepreneurs will learn if the GSA schedule is the best vehicle for their business, understand the process of attaining a GSA schedule, and how to market the schedule to the Federal government.

- What is the GSA Schedule?
- Schedule benefits for all customers
- How to position yourself for GSA contracts
- Partnering with GSA
- GSA's E-Buy
- Useful resources

Your Presenter: James Smith is president of PartnershiPlus, a marketing consulting company for high-tech startups who are interested in working with the federal government. PartnershiPlus is located in Silver Spring.

FAST FORWARD For Tech Startups

Tuesday, May 3, 2005

Session 17 – Opportunities with State of Maryland Procurement

Program Overview: The Office of Management and Budget for the state of Maryland is one of the area's largest procurers of information technology products and services. This session will provide valuable information on how the Office of Management and Budget acquires these products and services and the importance of the Small Business and Minority Business initiatives within the state.

- RFQ/RFP & procurement process
- Small business and minority business protocols
- Five pillars of the Erlich Administration
- Budgetary constraints and implications
- Improving efficiency of government and the delivery of services to its denizens.

Your Presenter: Mr. Ellis Kitchen is chief information officer for the state of Maryland. He was previously chief information officer for the Maryland Department of Budget & Management. In both capacities, he has had responsibility for developing a statewide long-range strategic technology plan, building and operating statewide Information Technology infrastructures, establishing statewide policies, and managing the budget and contracts for the statewide purchase of Information Technology. He chairs the State Information Technology Advisory Council, serves on the Information Technology Board (ITB), and the Task Force for Affordable Broadband Service in Rural Maryland.

Session 18 – How to Determine the Best Business Location

Program Overview: This session describes the location and office options available for early stage high-technology companies, and the steps and considerations involved in determining the optimum location for a company early in its growth cycle. The session also includes discussion of specific amenities and infrastructure available in Silver Spring.

Understanding Objectives of the Location Search

- Budget
- Timeline & Growth Projection
- Operation Requirements
- Commercial Space
- Building Classifications
- Rate Structures

Market Options

- Silver Spring Innovation Center
- High-tech Networking Community

Why Silver Spring?

- Technology Community
- Access/Location
- Amenities & Trends

Your Presenter: Michael J. Norris is a senior associate, commercial real estate with the McLean, Virginia office of Scheer Partners, one of the region's leading commercial real estate firms. Formerly with Newmark, Norris specializes in helping companies in the Washington, DC Metropolitan Area manage their real estate needs. He is an expert in the Silver Spring, Maryland market.

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REGISTRATION FORM

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Email: _____ Phone: _____ Fax: _____

Years in business: ____ None ____ 1-2 years ____ 3-5 years ____ Over 5 years

Does your company currently have a business plan? ____ Yes ____ No

Brief description of the nature of your product/service (or attach information):

Rates for full series: GSSCC Members: \$249 Non-members: \$299

The following selected evening sessions are available on an a la carte basis at \$99 per evening:

__ March 8 __ March 22 __ March 29 __ April 19 __ April 26

☐ GSSCC member

☐ Nonmember

☐ Please contact me regarding how to join GSSCC

Check Enclosed for: \$ _____

Visa/MC: _____

Exp. Date: ____/____/____

Signature: _____



For more information, call GSSCC at 301/565-3777

SPACE IS LIMITED – REGISTER EARLY!

Please FAX with credit card number to GSSCC at 301/565-3377

or MAIL with check to GSSCC, 8601 Georgia Ave., Suite 203, Silver Spring, MD 20910.

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